

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant : | Yingwei Claire Cui et al. | Art Unit : | 3622 |
| Serial No. : | 10/649,585 | Examiner : | Arthur D. Duran |
| Filed : | August 27, 2003 | Conf. No. : | 4994 |
| Title : | CONTENT-TARGETED ADVERTISING USING COLLECTED USER BEHAVIOR DATA | | |

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO FINAL OFFICE ACTION OF JUNE 14, 2010